

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

<u>Contract / Revision</u> 815924 /		<u>Alt Order #</u> 06302719
<u>Product</u> <b>HOUSE MAJORITY PAC</b>		
<u>Contract Dates</u> <b>09/18/12 - 09/27/12</b>		<u>Estimate #</u> <b>1498</b>
<u>Advertiser</u> <b>House Majority PAC</b>		<u>Original Date / Revision</u> 09/07/12 / 09/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	09/18/12	09/21/12	Let's Make A Deal	10-11a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$500.00			
2	WOIO	09/18/12	09/21/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				4	\$1,000.00			
D 3	WOIO	09/24/12	09/27/12	Action News at 11p	11-1135p		:30			NM	0	\$0.00
4	WOIO	09/18/12	09/21/12	David Letterman	1135p-1238a		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				4	\$500.00			
D 5	WOIO	09/24/12	09/27/12	Price is Right	11a-12p		:30			NM	0	\$0.00
E 6	WOIO	09/18/12	09/21/12	CBS Soaps	1230-2p		:30			NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				7	\$600.00			
D 7	WOIO	09/24/12	09/27/12	CBS Soaps	1230-2p		:30			NM	0	\$0.00
8	WOIO	09/18/12	09/21/12	Action News at Noon	12-1230p		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				4	\$475.00			
D 9	WOIO	09/24/12	09/27/12	Action News at Noon	12-1230p		:30			NM	0	\$0.00
10	WOIO	09/18/12	09/21/12	Anderson	3-4p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				4	\$250.00			
11	WOIO	09/18/12	09/21/12	Action News at 4p	4-5p		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				6	\$650.00			
E 12	WOIO	09/18/12	09/20/12	Action News at 430a	430-5a		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWT - - -				2	\$90.00			
13	WOIO	09/18/12	09/21/12	Action News at 5a	5-6a		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				4	\$125.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 815924 /		<u>Alt Order #</u> 06302719
<u>Contract Dates</u> <b>09/18/12 - 09/27/12</b>	<u>Product</u> HOUSE MAJORITY PAC	<u>Estimate #</u> 1498
<u>Advertiser</u> <b>House Majority PAC</b>		<u>Original Date / Revision</u> 09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
14	WOIO	09/24/12	09/27/12	Action News at 5a	5-6a		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				4	\$225.00			
15	WOIO	09/18/12	09/21/12	Action News at 5p	5-6p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$700.00			
16	WOIO	09/24/12	09/27/12	Action News at 5p	5-6p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				4	\$1,500.00			
17	WOIO	09/18/12	09/21/12	Action News at 6p	6-630p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$700.00			
E 18	WOIO	09/24/12	09/27/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				2	\$2,500.00			
19	WOIO	09/18/12	09/21/12	Action News at 6a	6-7a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$175.00			
20	WOIO	09/24/12	09/27/12	Action News at 6a	6-7a		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				4	\$225.00			
21	WOIO	09/18/12	09/21/12	CBS Evening News	630-7P		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$650.00			
22	WOIO	09/18/12	09/21/12	The Early Show	7-9a		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$165.00			
23	WOIO	09/24/12	09/27/12	The Early Show	7-9a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				4	\$300.00			
D 24	WOIO	09/21/12	09/21/12	Fri Hour 3	10-11p		:30			NM	0	\$0.00
25	WOIO	09/22/12	09/22/12	SA Action News at 7p	7-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
26	WOIO	09/22/12	09/22/12	Sat Early Show	9-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2-				2	\$250.00			
27	WOIO	09/23/12	09/23/12	Face the Nation	1030-11a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$450.00			
28	WOIO	09/23/12	09/23/12	Sun Action News at 7a	7-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$500.00			
29	WOIO	09/23/12	09/23/12	Sun Hour 1	7-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$3,500.00			
30	WOIO	09/23/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$450.00			
31	WOIO	09/18/12	09/18/12	Tue Hour 3	10-11P		:30			NM	1	\$3,000.00

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Week:		09/17/12	09/23/12	- 1 - - - - -				1	\$3,000.00			
32	WOIO	09/18/12	09/18/12	Tue Hour 1	8-9P		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- 1 - - - - -				1	\$3,500.00			
D 33	WOIO	09/25/12	09/25/12	Tue Hour 1	8-9P		:30			NM	0	\$0.00
34	WOIO	09/18/12	09/18/12	Tue Hour 2	9-10P		:30			NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- 1 - - - - -				1	\$3,300.00			
D 35	WOIO	09/24/12	09/24/12	Mon Hour 1	8-9p		:30			NM	0	\$0.00
36	WOIO	09/25/12	09/25/12	Tue Hour 3	10-11P		:30			NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1 - - - - -				1	\$4,250.00			
D 37	WOIO	09/26/12	09/26/12	Wed Hour 1	8-9p		:30			NM	0	\$0.00
D 38	WOIO	09/23/12	09/23/12	AFC GAME 2	415p-7p		:30			NM	0	\$0.00
39	WOIO	09/23/12	09/23/12	NFL Today	12-1p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- - - - - 1				1	\$4,000.00			
D 40	WOIO	09/26/12	09/26/12	Wed Hour 2	9-10p		:30			NM	0	\$0.00
<b>Totals</b>											<b>86</b>	<b>\$65,340.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	86	\$65,340.00	\$55,539.00
<b>Totals</b>	<b>86</b>	<b>\$65,340.00</b>	<b>\$55,539.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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